LIGHTS: 7 mg. "tar," 0.9 mg. nicotine
av. per cigarette, FTC Report AUG '77.
LIGHT 100's: 23 mg. "tar," 3.0 mg. nicotine
av. per cigarette by FTC method.

I want low tar. But taste is a must.

I wanted less tar, but not less taste.
I found Winston Lights. I get the low tar numbers
I want, and the taste I like. If it wasn't for
Winston Lights, I wouldn't smoke.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Winston Lights Winston Light 100's

Source: https://www.industrydocuments.ucsf.edu/docs/zpnn0004